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**HUMMEL  
LIFESTYLE FOOTWEAR  
AW2020**



## THE FIRST FOOTBALL CLEATS

Once upon a rainy afternoon in the year of 1923, a brilliant idea sparked in the mind of young shoemaker Albert Messmer while watching a football match in Eppendorf. This bright idea led to a pair of the very first football cleats and the starting point for hummel.

## OVER 90 YEARS' EXPERTISE

We are one of the oldest companies in the sportswear industry and are the proud manufacturer of sports apparel, sports gear, sneakers and fashion apparel for active children and adults. Products which are now sold in more than 35 countries and all carry the unique hummel heritage.

## THE UNDERDOGS

We sponsor both teams and individuals within numerous sports. Our sponsorships focus on uniqueness. Unique culture, values and individuals that dare to break conventions to reach their goals.

We also look for the underdogs - those who rarely win, but where the soul, legacy and dreams are sometimes even bigger.

## CHANGE THE WORLD THROUGH SPORT

Our vision is to Change the World Through Sport - and we do so by creating support for projects and people around the world to foster positive change.

## OUR FOCUS

We merge our passion for sport and team spirit with street and fashion to find the right balance between function and aesthetic.

Our product designs have a clear focus on:

- Functionality
- Comfort
- Durability

## RESPONSIBLE BUSINESS

With our CSR framework; Company Karma we focus on our products, business and supply chain - all to improve the product safety and quality, to be a more responsible business and a better partner with our supply chain.

## PRODUCT SAFETY

All hummel products fulfill REACH, the European legislation regarding chemicals in products and production processes. Annually, we perform around 50 chemical tests across product groups to ensure the safest products.

We have worked with Oeko-TEX® 100 since 2013 and became certified in 2016.

# ABOUT HUMMEL



# STADIL

HM208263

## STADIL LIGHT CANVAS

PRICE 4,500  
SIZE: 36-43,45  
CANVAS/PU  
7月末



2001  
BLACK



7003  
NAVY



9001  
WHITE

# HM63112K

## SLIMMER STADIL CANVAS

PRICE 4,800  
SIZE: 36-43,45  
CANVAS/SUEDE  
CARRY OVER



2114  
BLACK/WHITE



7647  
DRESS BLUE



9228  
WHITE/BLUE/RED

**CHANGE THE WORLD  
THROUGH SPORT**



# FOUNDATION

## HM208682 BUSAN

PRICE 4,900  
SIZE: 36-43,45  
PU  
7月末



2001  
BLACK



3062  
TRUE RED



3570  
HUSHED VIOLET

Styling



7956  
MAZARINE BLUE

Styling



9806  
MARSHMALLOW

## HM208997 → HM 211827 (品番変更) DEUCE COURT CANVAS

PRICE 4,900  
SIZE: 36-43,45  
TEXTILE/MICROFIBER  
7月末



2001  
BLACK

Styling



2004  
GREY



3661  
CABERNET



7003  
NAVY



8031  
LARK MELANGE



9001  
WHITE

## HM206730 KIEL

PRICE 4,900  
SIZE: 36-43,45  
MESH  
7月末



2081  
BLACK/MULTI



2114  
BLACK/WHITE



2393  
BLACK/GREY MELANGE



9804  
BONE WHITE



# CLASSIC

HM209042

POWER PLAY  
MULTI COLOR

PRICE 9,000

SIZE: 36-43,45

SUEDE

8月末

雑誌 Styling



1025  
MAGNET

雑誌



1923  
SILVER CLOUD

雑誌



9804  
BONE WHITE



## CHANGE THE WORLD THROUGH SPORT

# STADIL

## HM208373 STADIL LOW BALISTIC 3.0

PRICE 6,000  
SIZE: 36-43,45  
TEXTILE/SUEDE  
7月末



2001  
BLACK

Styling



9804  
BONE WHITE

## HM208371 STADIL MID 3.0

PRICE 6,500  
SIZE: 36-43,45  
TEXTILE/SUEDE  
7月末



1609  
BLACK IRIS



2001  
BLACK

Styling



8031  
LARK MELANGE



9001  
WHITE

## HM208377 STADIL MID OGC 3.0

PRICE 6,500  
SIZE: 36-43,45  
TEXTILE/SUEDE  
7月末



Styling



9001  
WHITE

CHANGE THE WORLD  
THROUGH SPORT